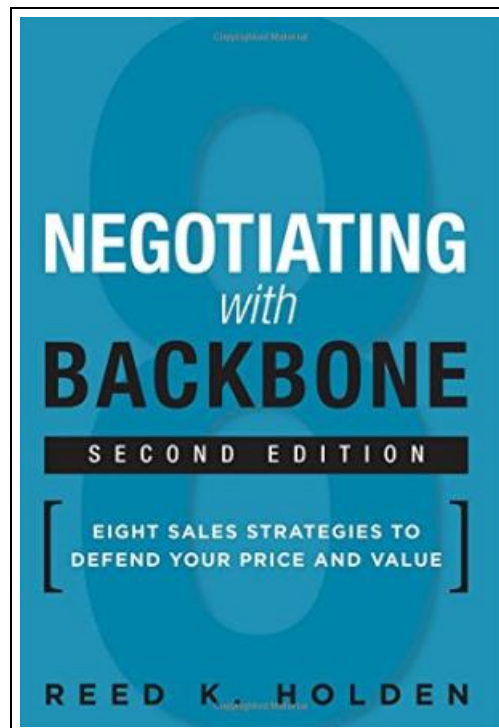


Negotiating with Backbone: Eight Sales Strategies to Defend Your Price and Value (Hardback)



Filesize: 1.2 MB

Reviews

This publication is wonderful. It can be rally fascinating throgh reading period of time. You are going to like the way the writer create this publication.

(Mrs. Piper Jacobi)

NEGOTIATING WITH BACKBONE: EIGHT SALES STRATEGIES TO DEFEND YOUR PRICE AND VALUE (HARDBACK)

[DOWNLOAD](#)

Pearson Education (US), United States, 2015. Hardback. Condition: New. 2nd edition. Language: English. Brand new Book. B2B sales professionals: resist mindless discounting, level the playing field against tough procurement organizations, and close the deal on your terms! Negotiating with Backbone, Second Edition definitive guide for every sales pro facing the "procurement buzzsaw" - and it's just been updated with even more powerful strategies and techniques! Where traditional purchasing managers negotiated, procurement officials seek to dictate, through multiple tactics with a single intent: to gain unprecedented discounts and concessions. Premier pricing strategist and sales consultant Reed K. Holden gives you the powerful new strategies and tactics you need to protect your margins and get the right deal. Holden guides you through recognizing what purchasing negotiators are really up to, keep value at the forefront of negotiations, and avoiding the mindless discounting that wrecks profitability. Holden details eight strategies for all types of pricing negotiations, including approaches for negotiating with price buyers, relationship buyers, value buyers, and poker players, reverse auctions, and much more. In this Second Edition, he offers extensive new coverage of establishing your foundation of value, and developing crucial give-get options, including value-added services. This book will be an invaluable resource for every B2B sales professional, customer-facing professional, and every executive responsible for leading successful sales organizations.

[Read Negotiating with Backbone: Eight Sales Strategies to Defend Your Price and Value \(Hardback\) Online](#)[Download PDF Negotiating with Backbone: Eight Sales Strategies to Defend Your Price and Value \(Hardback\)](#)

Other Books



Unlock Level 2 Listening and Speaking Skills Student's Book and Online Workbook

Cambridge Discovery Education 2014-03-27, 2014. Condition: New. Brand new book, sourced directly from publisher. Dispatch time is 4-5 working days from our warehouse. Book will be sent in robust, secure packaging to ensure it reaches...

[Download](#) [Book](#)

»



A Poet's Manifesto (Paperback)

Sosii Press, United States, 2017. Paperback. Condition: New. Language: English. Brand new Book. From the author of EVERSLEEP: The Beauty of Dark Silence comes a manifesto that explains the powerful psychological influences and hidden power...

[Download](#) [Book](#)

»



Writing with Hemingway: A Writer's Exercise Book (Paperback)

Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Language: English. Brand new Book. A work of creativity such as an artist's song, a dance, a musical instrument, a paint brush, produce a vision...

[Download](#) [Book](#)

»



Hacks for Minecrafters: Combat Edition: The Unofficial Guide to Tips and Tricks That Other Guides Won't Teach You (Hardback)

Skyhorse Publishing, United States, 2014. Hardback. Condition: New. Language: English. Brand new Book. From the author of Hacks for Minecrafters and Hacks for Minecrafters: Master Builder comes the most encompassing guide ever to combat in...

[Download](#) [Book](#)

»



The Singer and The Songwriter - Handbook and Workbook: An Idea Book for Songwriters who Like to Sing and for Singers who Like to Write Songs (Paperback)

Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Sarah Janisse Brown, Anistasia Fitas (illustrator). Workbook. Language: English. Brand new Book. The Singer and The Songwriter - Handbook and Workbook: An Idea Book for...

[Download](#) [Book](#)

»